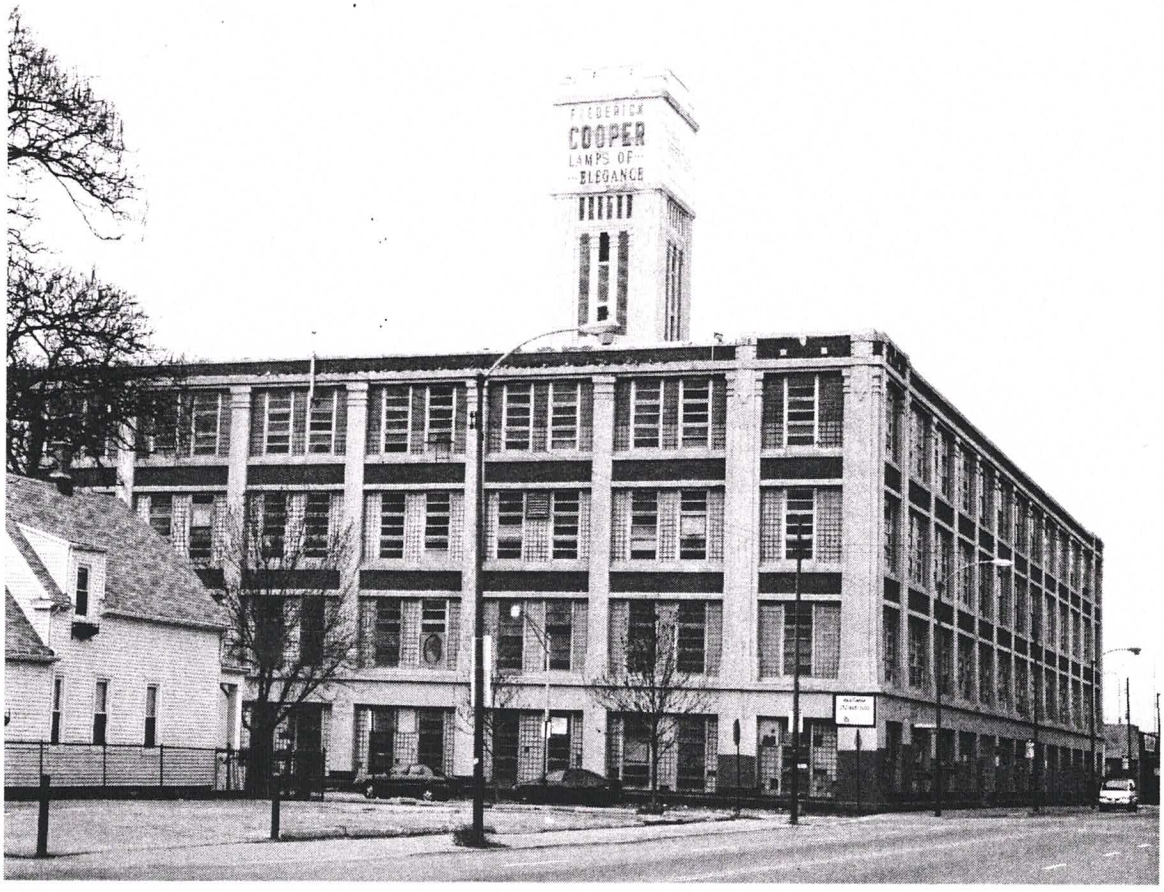
LANDMARK DESIGNATION REPORT



Vassar Swiss Underwear Company Building

2543-45 W. Diversey Ave.

Preliminary and Final Landmark recommendation approved by the Commission on Chicago Landmarks, February 7, 2008

CITY OF CHICAGO
Richard M. Daley, Mayor

Department of Planning and Development
Arnold L. Randall, Commissioner

Cover: Overall photograph by Vicki Granacki, 2006.

The Commission on Chicago Landmarks, whose nine members are appointed by the Mayor and City Council, was established in 1968 by city ordinance. The Commission is responsible for recommending to the City Council which individual buildings, sites, objects, or districts should be designated as Chicago Landmarks, which protects them by law.

The landmark designation process begins with a staff study and a preliminary summary of information related to the potential designation criteria. The next step is a preliminary vote by the landmarks commission as to whether the proposed landmark is worthy of consideration. This vote not only initiates the formal designation process, but it places the review of city permits for the property under the jurisdiction of the Commission until a final landmark recommendation is acted on by the City Council.

This Landmark Designation Report is subject to possible revision and amendment during the designation process. Only language contained within the designation ordinance adopted by the City Council should be regarded as final.

Vassar Swiss Underwear Company Building

2543-45 W. Diversey Avenue

Built: **1913-1914 (original building)**
1923-1924 (west addition)
Architect: **Lawrence G. Hallberg & Company**
(original building and addition)

The distinctive tower of the Vassar Swiss Underwear Company Building rises emphatically over the Kennedy Expressway, marking an important part of Chicago's early 20th century industrial history. The four-story loft is one of the few remaining historic manufacturing buildings in the Logan Square community area and is a reminder of the city's once-dominant manufacturing past. Developer Stewart Hodges chose a site surrounded by residences and conveniently adjacent to the Maplewood Railway Station of the Chicago and Northwestern Railway. Railroad tracks at its back door are evidence of the vital role this transportation mode played in the early 20th century for the movement of goods and personnel.

Built in 1913-14, the Vassar Swiss Underwear Building is an early and excellent example of flat slab, reinforced concrete, loft-type construction, which became the preferred industrial type after 1900. Collaboration between architect Lawrence Gustav Hallberg, Sr., an innovator in reinforced concrete construction, and his son-in-law Stewart Hodges, who specialized in building factories, produced an impressive design. The exposed concrete structural frame is a pure expression of its construction type, yet stylized architectural features set it apart from strictly utilitarian structures. In 1923-24, L. G. Hallberg & Company expanded the prosperous Vassar Swiss Underwear Company's building with an airy and seamless west addition, establishing the monumentality it retains today.

The Vassar Swiss Underwear Company and its successor, Munsingwear, Inc., were pioneers in the mass production of high quality men's underwear, particularly the union suit, under familiar and nationally advertised brand names. Incorporated by President George E. Rutledge in 1900, Vassar Swiss and its associated companies, including Hollywood Vassarette, occupied the approximately 270,000 square foot structure on Diversey Avenue for 53 years until it was sold to Cooper Lamp Company in 1967.

The Vassar Swiss Underwear Company Building is a large-scale industrial loft building located on an half–acre site along West Diversey Avenue and adjacent to the Kennedy Expressway in Chicago's Logan Square community area. Top: A photo of the building from 2007. Bottom: Map showing location of the building.

HISTORY OF THE VASSAR SWISS UNDERWEAR COMPANY

The Vassar Swiss Underwear Company was incorporated in Chicago on March 15, 1900 by George E. Rutledge, Emil A. Basener, and Frederick S. McCoy. With $10,000 in capital, the company's founders entered the men's knit goods industry at a time when the city had become the United States' second largest production center for men's clothing.

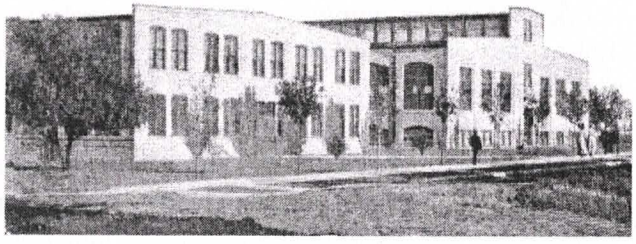
Vassar Swiss produced high quality undergarments, particularly men's union suits. A union suit is a one-piece knitted undergarment that consists of a sleeved undershirt and underpants with a drop flap in the back. Its beginnings can be traced to pioneering New York underwear company Bradley, Voorhees and Day (BVD), founded in 1876. The union suit was popular because it was form fitting and had tremendous insulating properties.

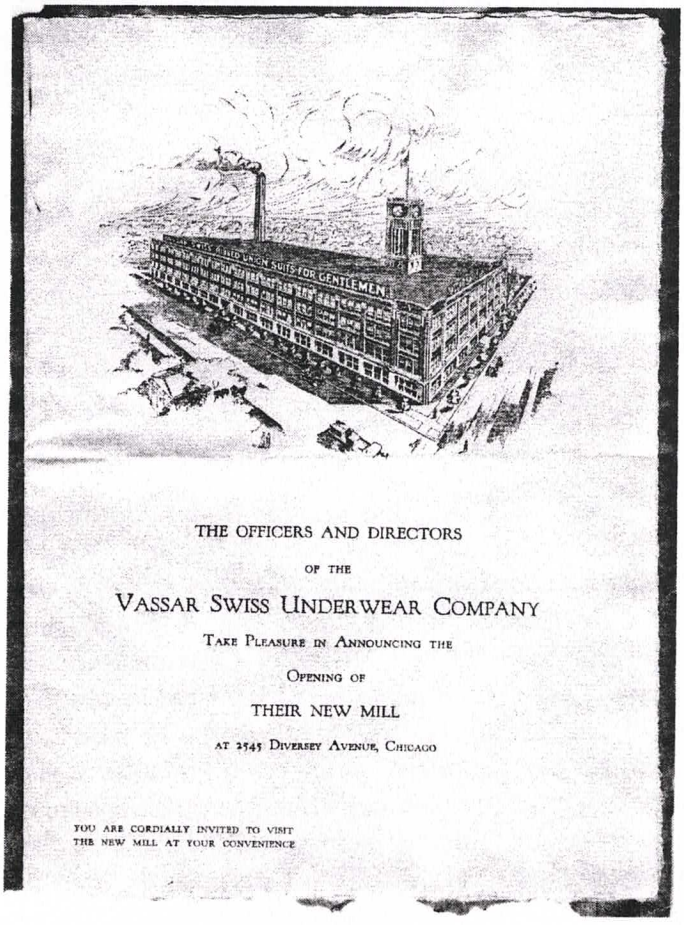
Aware of the growing popularity of this type of knitted underwear, George E. Rutledge experimented with its design by reinforcing portions of the garment that were subject to increased wear such as the underarms and inner thighs, with a closer knit than the open knit used for the rest of the garment. He also improved the method of sleeve attachment. These changes made the garment less bulky and uncomfortable and lowered the costs of production. In 1900 Rutledge obtained a patent on the union suit and engineered special machinery for more efficient production.

Although first located in rental quarters in Chicago, in 1903 to avoid labor union troubles, the company's operations were moved to the Ogle County, Illinois town of Rochelle, located approximately 80 miles west of Chicago. In its 12 years in Rochelle, the company became successful enough to attract the attention of the Northwestern Knitting Company of Minneapolis, then one of the largest U..S. producers of union suits. Northwestern Knitting Company, known by 1919 as underwear giant Munsingwear, purchased the Vassar Swiss Company in 1912 and shortly after, decided to move back to Chicago and build a new factory.

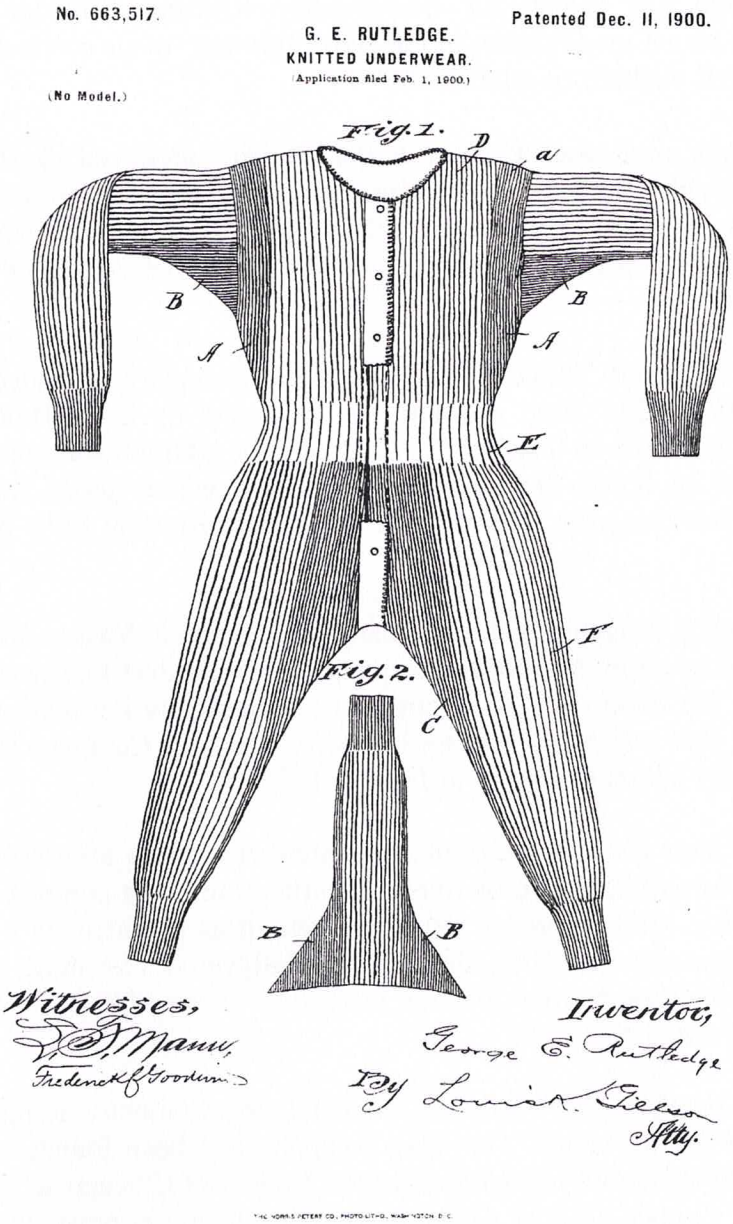
By teaming up with Northwestern Knitting Company, the Vassar Swiss Underwear Company was jolted into large-scale production. Real estate developer Stewart Hodges, who specialized in building factories, chose a site at the southwest corner of Diversey and Maplewood avenues adjacent to the Maplewood Station along the Chicago, and Northwestern Railway. Hodges selected his father-in-law, architect Lawrence Gustav Hallberg, Sr., to design the new factory building. Hallberg was well respected in Chicago for his innovations in the application of reinforced concrete, particularly in industrial building design. The design by L. G. Hallberg & Company called for a three-story plus basement factory building of reinforced concrete, flat slab construction. On September 25, 1913, a building permit was issued for a 160x300x56 factory building at a cost of $325,000. On April 16, 1914, a completion report was issued for the new mill.

G. E. Rutledge
Vice President




THE OFFICERS AND DIRECTORS
OF THE
VASSAR SWISS UNDERWEAR COMPANY
TAKE PLEASURE IN ANNOUNCING THE
OPENING OF
THEIR NEW MILL
AT 2545 DIVERSEY AVENUE, CHICAGO
YOU ARE CORDIALLY INVITED TO VISIT
THE NEW MILL AT YOUR CONVENIENCE

George E. Rutledge, president of the Vassar Swiss Underwear Company, experimented with the design of the "union suit," an undergarment first created in the 1870s. Aware of the growing popularity of this type of knitted underwear, he founded the Vassar Swiss Underwear Company in Chicago in 1900. By 1903, labor issues forced the company to move its plant to Rochelle, IL only to return to Chicago by 1914. Top left: George E. Rutledge, ca. 1920. Top right: A postcard of the Vassar Swiss Underwear Factory in Rochelle, IL, approximately 80 miles west of Chicago, c. 1910. Left: A 1914 announcement for the opening of the newly constructed Vassar Swiss Underwear Company building on W. Diversey Ave. in Chicago's Logan Square neighborhood.



In 1900, George E. Rutledge of the Vassar Swiss Underwear Company obtained Patent No. 663,517 for an improved union suit design. Rutledge's concept reinforced portions of the garment that were subject to increased wear such as the underarms and inner thighs, yet provided "comfort to the wearer." This phrase became the motto for the Vassar Swiss Underwear Company.

The arrangement with the Northwestern Knitting Company proved highly successful. George Rutledge, who became a vice-president of Northwestern, joined up with Frank Chatfield who held 133 patents for Northwestern Knitting. Rutledge and Chatfield together created a patent modification of the union suit that "made economical use of knit goods and improved methods of production."

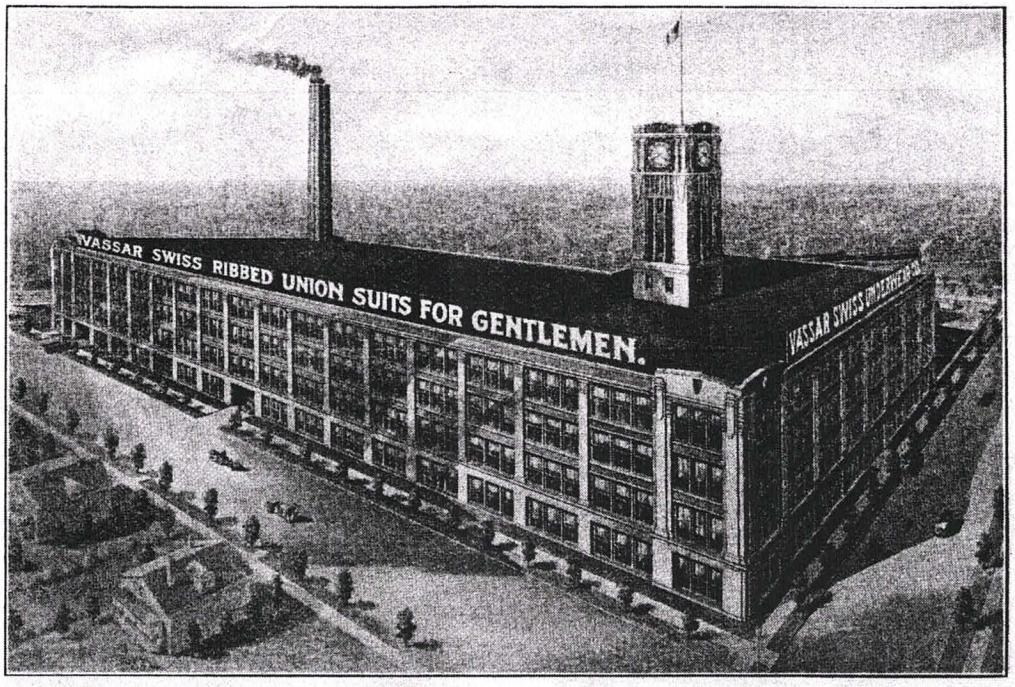
Vassar Swiss, whose motto was "Comfort to the Wearer," produced a knit garment at the new plant that was highly touted in its advertisements. Their union suits had "greater elasticity than any other knit underwear," had greater "fitting quality" since it was "knit to shape," had "knit-on seamless cuffs and ankles," and "flat, selvage-edge seams, not heavy, hard seams."

In 1923-24 the prosperous Vassar Swiss Underwear Company expanded with a three-story, $200,000 103'x 204' west addition, also designed by L. G. Hallberg & Co. A building permit was issued on October 31, 1923, and the addition was completed by June 1924. It was built to house their paper box factory, where goods were packed for shipment, and to accommodate relocation of the Wayne Knitting Mills offices from Ft. Wayne, IN.

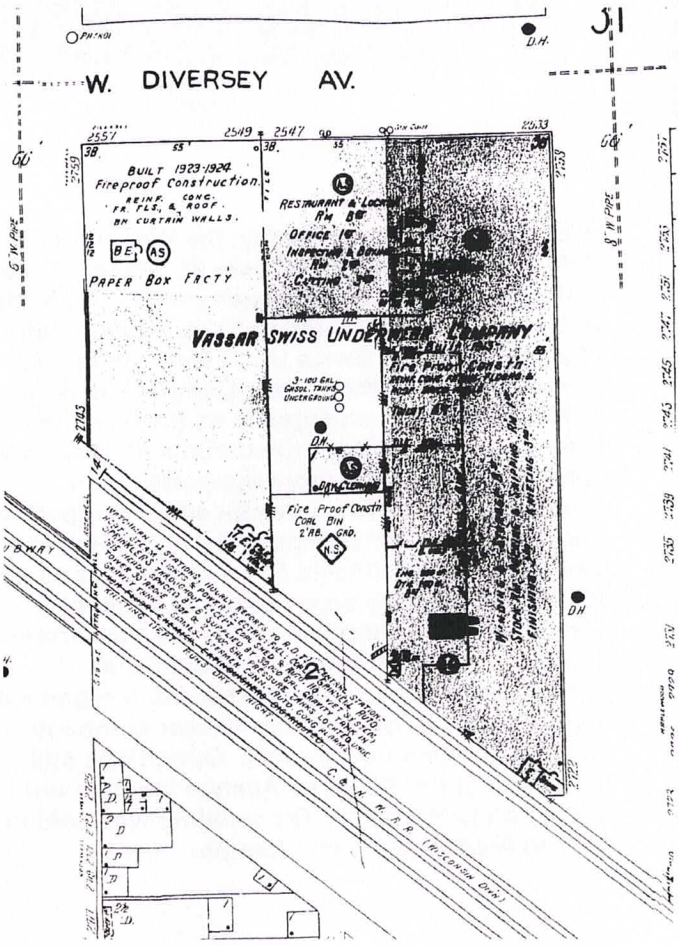
The following decade brought additional changes. The name, Vassar Swiss Underwear Company, was shortened to the Vassar Company as new product lines were added. Their principal product, the union suit, was soon to be replaced by the more supportive and comfortable brief, first sold by competitor Cooper Underwear Company (later Jockey) at Chicago's Marshall Field & Company in January 1935.

Vassar purchased their property outright from Stewart Hodges after having leased the building since its construction. Furthermore, a shift occurred in company leadership as founder and creative chief George E. Rutledge retired as president in 1937. Although another name change came by 1951, this time to Hollywood Vassarette, operations still continued at the Diversey Avenue location until 1967 when Munsingwear's operations were relocated to Paris, TX.

The property was purchased by Frederick Cooper Lamp Company, a manufacturer and distributor of high quality lamps. The lamp company had been founded in 1923 when Leo Gershanov and Benjamin Markle bought the studios of Chicago artist and sculptor, Frederick Cooper. Cooper. Cooper designed exquisite lamps in brass, wood, glass, and fabric. When the lamp company closed in June 2005, it sold its name to new ownership now operating on West Bloomingdale Avenue, and it sold the building to Baum Brothers LLC.



NEW PLANT OF VASSAR SWISS UNDERWEAR CO., CHICAGO, ILL.



The Vassar Swiss Underwear Company Building was constructed in two phases: a 367x180 foot building at the southwest corner of Diversey and Maplewood was built in 1913-14, followed by a west addition that extended the building to Rockwell Avenue in 1923-24. Above: Illustration of original building shortly after construction in 1914. Left: A Sanborn Fire Insurance map from 1950, showing the west addition.

Vassar Swiss Underwear Co.

MEN'S UNION SUITS

2545 Diversey Avenue

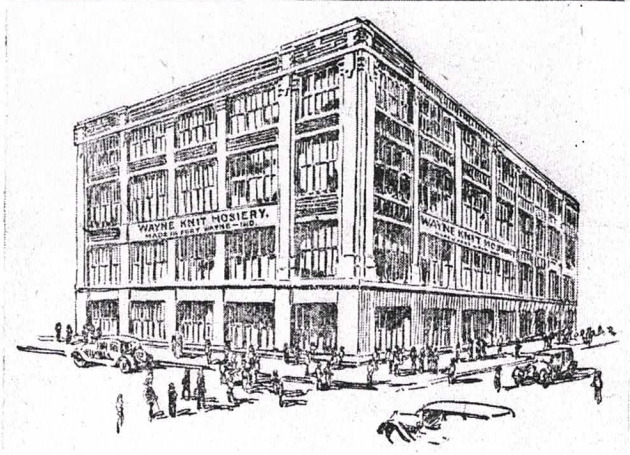
Chicago

Chicago Firm, Munsingwear Plan Merger

Directors of Munsingwear, Inc., Minneapolis, and the Vassar Co. of Chicago, Ill., have agreed upon the terms of a proposed merger of the two companies, C. C. Humphrey, president of Munsingwear, Inc., and G. E. Rutledge, president of Vassar Co., announced today.

They said it is planned to merge Vassar Co. with Munsingwear, which will be the surviving company.

Wayne Knitting Mills Will Move Sales and Executive Offices to Chicago, April 5



Above: An affiliate company, the Wayne Knitting Mills, relocated its offices from Ft. Wayne, Indiana to the Diversey Avenue property shortly after the addition was constructed in 1924. Top and left: The name, Vassar Swiss Underwear Company, was shortened to the Vassar Company in July 1934, likely due to changes in its product lines. Their principal product, the union suit, was soon to be replaced by the more supportive and comfortable brief, first introduced by competitor Cooper Underwear Company (later Jockey) at Chicago's Marshall Field & Company in January 1935. The company also expanded women's undergarment production under the Vassarette brand. Below: Another name change was introduced in 1951, when Vassar Co. merged with Munsingwear to become the Vassar company division of Munsingwear, Inc. Operations still continued at the Diversey Avenue location until relocation to Paris, TX. The building was sold in 1967 to Frederick Cooper Lamps.

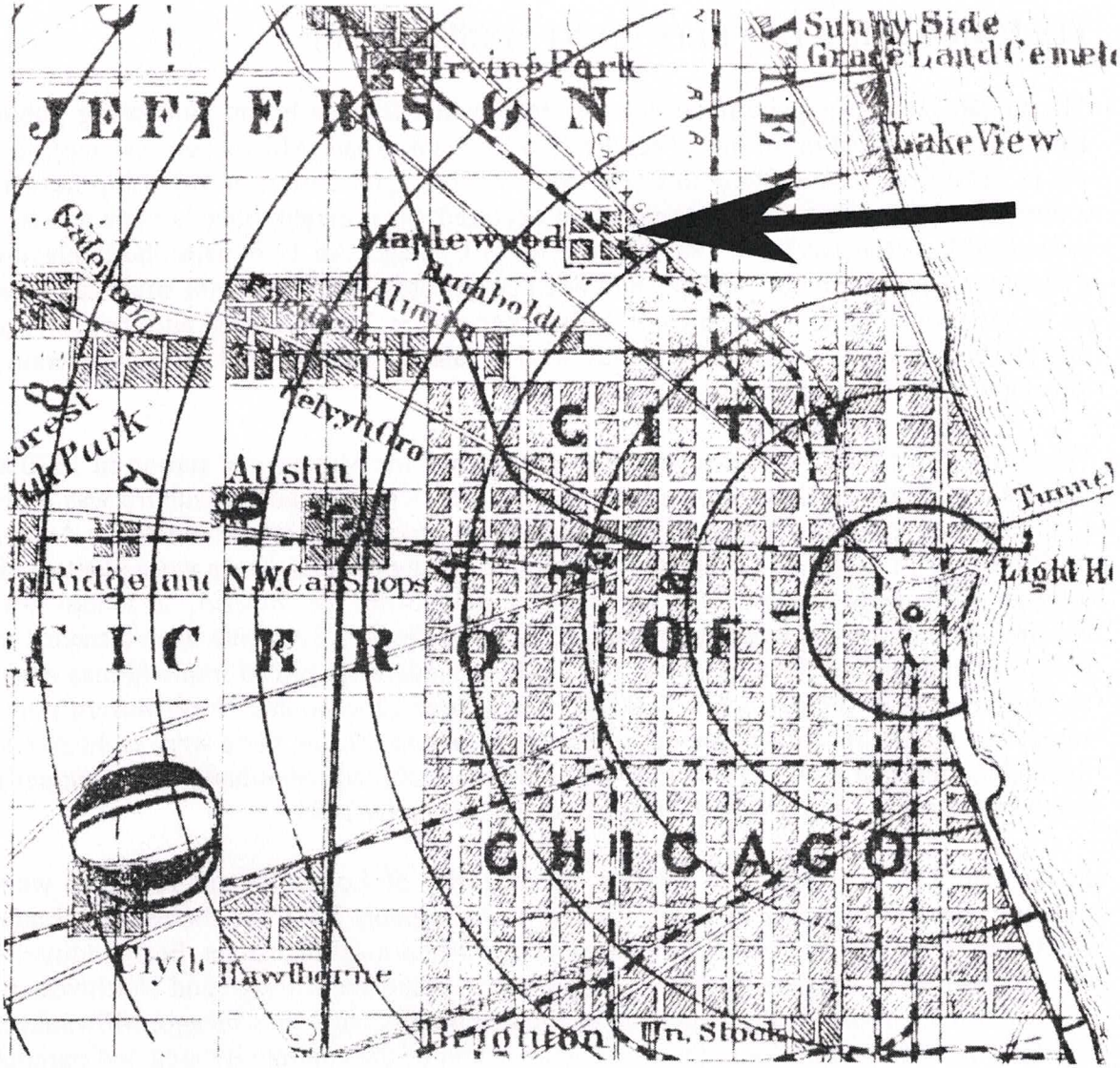
LOGAN SQUARE AND ITS INDUSTRIAL DEVELOPMENT (1880S-1930)

The Logan Square neighborhood dates to 1836 when farmers began purchasing public lands for the cultivation of hay. The North West Plank Road (Milwaukee Avenue), laid out in 1850 from Kinzie Street to Deerfield Township, gave Jefferson Township farmers a direct road to markets. Further settlement occurred when neighborhoods were annexed piecemeal between 1853 and 1889 to the City of Chicago. An 1869 park and boulevard system creating Humboldt, Kedzie and Logan Boulevards, combined with street car lines, an elevated railway, and the Chicago, Milwaukee and St. Paul Railroad and the Chicago and Northwestern Railway greatly contributed to late 19th century and early 20th century development in Logan Square.

When the Chicago and Northwestern Railway opened the Maplewood station in 1870 at today's intersection of Diversey and Rockwell, a new Chicago railroad suburb was born. Real Estate developers Wing and Farlin obtained 80 acres from Geroge and Maria Adams in Section 25 in 1869 and began subdividing and selling off lots. Trees were planted, an artesian well water supply was captured, a post office established, a school was constructed, and homes were built costing $2,000 to $6,500. Residents were attracted to Maplewood after the Chicago Fire of 1871, where moderately priced frame homes could be built outside of the city's fire limits. By 1874, nine Chicago and Northwestern trains stopped at the Maplewood depot daily. By the following decade, there were eight stores, three churches, and 6,000 inhabitants. This suburban railroad community was eventually annexed to the city, along with the rest of Logan Square, by 1889.

In the late 19th and early 20th century the majority of Logan Square residents were working class immigrants. Swedes, Danes, and Germans built for themselves frame single family homes and two-flats in close proximity to local industries. Early industrial development grew up in corridors hugging Elston Avenue, the Chicago and Northwestern Railway tracks in the northeast portion of the community, and the Chicago, Milwaukee, and St. Paul Railroad tracks in the southwest portion of the community area and parallel to Bloomingdale Avenue. Industries along the North Branch of the Chicago River were mainly brickyards, which harvested from adjacent clay pits, and lumber industries that built mills utilizing water transit for distribution. Industries along the railroad tracks varied and included garment companies, breweries, varnish manufacturers, coal yards, and tanneries. The Vassar Swiss Underwear Company is one of the principal manufacturers that located adjacent to the Chicago and Northwestern Railway tracks in the first decades of the 20th century and is the most visually distinctive.

Only three other notable historic manufacturing buildings remain in Logan Square's industrial corridors, including the Brand Brewing Company at 2530 N. Elston Avenue, the Chicago Printed String Company at 2300 W. Logan Boulevard, currently being redeveloped incorporating two historic facades, and the W. S. Tothill Swing Factory, (now Frame Factory) at 1809 W. Webster Avenue. Recently, others have been razed for commercial redevelopments along Elston Avenue, or have been adaptively reused.



The Vassar Swiss Underwear Company was one of the principal early 20th century manufacturers that located in an industrial corridor that hugs the Chicago and Northwestern Railway tracks in Logan Square. At the time of the building's construction, it was adjacent to the now demolished Maplewood Station, first opened by the Chicago and Northwestern Railway in 1870 at today's intersection of Diversey and Rockwell. The depot was once the center of Maplewood, a former historic suburban residential community. This 1874 Map of Cook and DuPage Counties shows the location of Maplewood in Jefferson Township prior to its annexation to the City of Chicago in 1889.

INDUSTRIAL BUILDING DESIGN IN CHICAGO

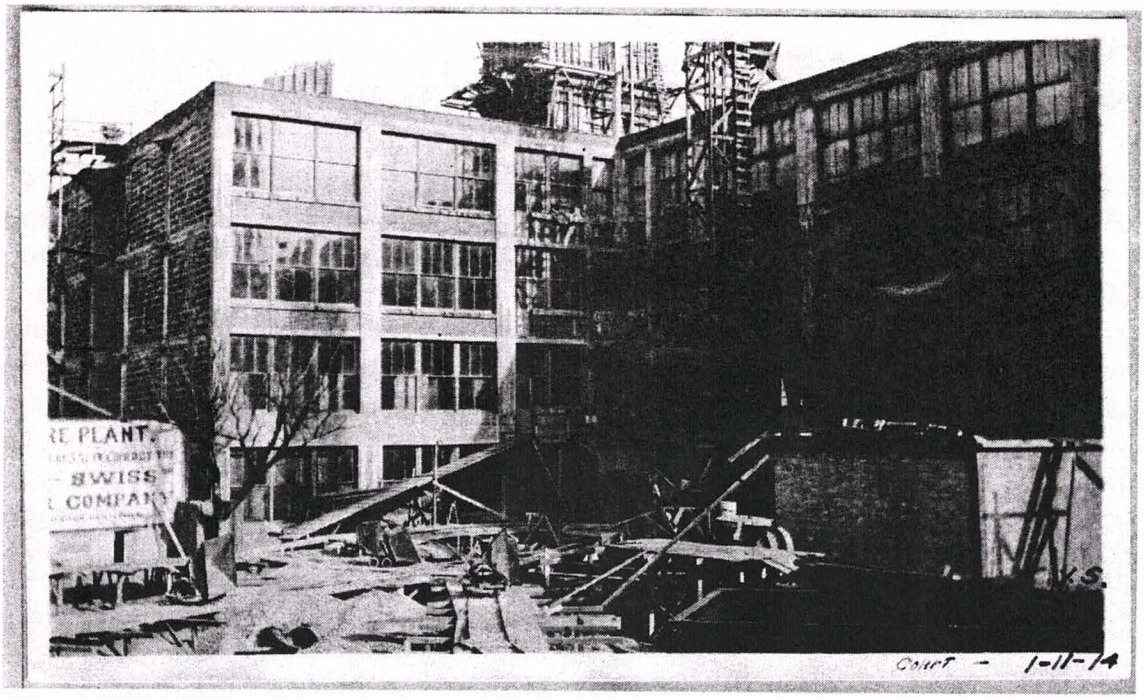
Chicago has a legacy of historic factory buildings dating from the late 19th through the 20th century marking its emergence as a major U.S. manufacturing center. The factory building type was first created after 1800 when manufacturing shifted away from individual artisans laboring in small workshops to a process that involved a series of large, task-related machines used to create a single product. The evolution of the multi-story industrial loft building responded to the need for special purpose structures designed and built just for industry. The loft could be used for manufacturing and assembly operations, materials storage, office and support functions, machine shop and equipment repair, and a variety of other industry-specific uses. Loft structures may be one of several types of construction - standard mill timber frame, reinforced concrete post and beam, or steel skeleton construction.

The earliest lofts were timber frame, but with the development of reinforced concrete, it became the primary structural material for multi-story loft construction after 1900. Concrete structures permitted maximum daylight, were more fire-resistant, less susceptible to vibration, cleaner and safer than wood or load-bearing brick. Raw materials for this type of construction (sand, aggregate, and cement) were readily available.

Reinforced concrete construction is characterized by a framework of concrete columns and beams forming a grid that provides the entire structural support. Freed from load-bearing, exterior curtain walls were filled with large expanses of windows. These could be traditional double hung sash or multi-light steel sash. Typical window configurations included operable center pivot, awning, or hopper sections that opened with rods or pull chains. Ceilings were characteristically 12-14 feet tall and the structures had flat roofs similar to mill construction.

Flat slab construction, as seen in the Vassar Swiss Company building, is one of two variations of reinforced concrete construction that were employed in the early 20th century. It features wide, usually round columns having flared tops that support broad, flat, concrete plates. These columns and plates in turn support a reinforced concrete floor slab of uniform thickness with no dropped beams. This became the preferred method after 1920 because it permitted easy installation of uninterrupted conduit and ducts along the ceilings.

The first American patents in reinforced concrete construction were attained in the late 1860s, and in 1875 the first successful reinforced concrete building was constructed by engineer William Ward in Port Chester, New York. Experiments by engineers in France, San Francisco, and Minneapolis in the late 19th century and early 20th century furthered the use of reinforced concrete. Pioneering achievements in concrete engineering challenged Chicago architects to create improved, innovative and eye-catching industrial building designs.



Construction of the original section of the Vassar Swiss Underwear Company Building begun in 1913. Above: The concrete structural system of the Vassar Swiss Building is clearly expressed on the exterior, forming a grid pattern whose concrete vertical members are the dominant visual element. Below: The interior was designed for optimum functional utility. Its concrete skeletal form employs the flat slab mushroom system variant, with vast expanses of large round columns topped with flared capitals. This system, with its flat ceiling uninterrupted by cross girders, allows for easy installation of unbroken mechanical conduit, pipes, and ducts.

Reinforced concrete lofts built between 1900 and 1930 were often massive, utilitarian structures designed by engineers. Many of these designs display similar rectangular massing, exposed concrete skeleton, minimal ornament, repeated interior bays, and expansive window walls. Yet a handful of architects, including those based in Chicago, refined techniques in reinforced concrete construction and added architectural interest to what was often featureless construction. Early 20th century Chicago architects such as Alfred Alschuler, George C. Nimmons, Howard Van Doren Shaw, and Richard Schmidt are recognized for advancing the standardized industrial factory to aesthetically pleasing structures. Important landmark examples of loft industrial buildings in Chicago include the ground-breaking Montgomery Ward & Company Catalog House, built in 1907-08 at 600-618 W. Chicago Avenue. Pre-dating the Vassar Swiss Building by five years, the Montgomery Ward & Company Catalog House is considered one of the first, and at the time, the largest reinforced concrete frame building in Chicago. This pioneering Chicago School design by Richard E. Schmidt, Garden & Martin, architects, undoubtedly influenced later reinforced concrete loft design, particularly in innovative exterior treatments. The exemplary R. R. Donnelly and Sons Company Calumet Plant at 350 East Cermak Road offered further exterior refinement of loft industrial buildings of reinforced concrete construction. In 1912, when the first section of the plant was constructed, architect Howard Van Doren Shaw delivered an inspirational and strikingly beautiful loft building immersed in Gothic-inspired ornament. By the time the Florsheim Shoe Company Building was constructed a decade later in 1924-26 at 3963 W. Belmont Avenue, an attractive, finely proportioned modern expression in concrete was masterfully created by architect Alfred S. Alschuler.

As seen in these landmark structures, better industrial buildings of early 20th century Chicago reflect experimentation with wall treatments and decorative elements either by integrating dramatic decorative detailing based on past historic styles or by expressing modernity. When Lawrence G. Hallberg, Sr. designed the Vassar Swiss Underwear Company Building in Chicago in 1913, he successfully executed a design with detailing that interpreted historic elements in a modern way, and set the building apart from many other early reinforced concrete factory designs. His interpretation of concrete pilasters topped with modern ornamental capitals stimulates visual interest in what would have been an ordinary skeletal frame. Projecting from the façade of the building beyond the window plane these vertical elements also de-emphasize the building's extensive length. This solved a visual challenge in the Vassar Swiss Building, like many other loft buildings, whose length was dictated by the size of the operation, the limitations of mechanical power distribution, and the extent of the area that could be effectively supervised. . Hallberg's other accomplishments in this design include skillful, elaborate corner treatments, and the addition of a decorative coating to the concrete in order to give it marble-like properties.

THE ARCHITECTURE OF THE VASSAR SWISS BUILDING

The exposed reinforced concrete loft structure of the Vassar Swiss Underwear Company Building falls within the period when Chicago architects explored modern materials and technologies, refined techniques, and added architectural styling to otherwise utilitarian

Exterior vertical concrete posts of the Vassar Swiss Underwear Company Building are treated as pilasters, with geometrically simplified bases and capitals. Window bays are separated horizontally by courses of "enameled" brick outlined with concrete sills. The corner bays of the structure have additional architectural detailing. These pilasters are wider, with Arts and Crafts-inspired capitals that pierce through the slightly elevated parapet. Small stone squares inset in brick further mark these corner bays. At the time of construction, the exterior concrete was reportedly given a second coat of concrete composed of marble dust and ground glass, to achieve a decorative white marble effect. Top: Diversey Avenue and Maplewood Avenue facades, photograph from 2007. Bottom: Corner detailing, photograph from 2007.

designs. Some of the early concrete factory designs were standardized, with exteriors that simply expressed their functional nature. Yet by 1913 when L.G. Hallberg's designed the Vassar Swiss Underwear Company building, aesthetics had begun to set certain architectural designs apart from strictly utilitarian structures.

Hallberg's late-career factory designs were mainly of reinforced concrete loft construction chosen for its fireproof, strength, and vibration-free qualities. For Vassar Swiss, he employed the "Mushroom System" of flat slab construction, first developed by civil engineer Claude A. P. Turner about 1905 and published in *Western Architect* in May 1907. The Mushroom System embedded reinforcing bars in the floor slabs, extending from column to column. It is named for the flared shape of the concrete column heads that top large round columns and spread the weight of the floors. This system, with its flat ceiling uninterrupted by cross girders, allows for easy installation of unbroken mechanical conduit, pipes, and ducts. Wood strip flooring was laid atop the concrete floor substructure and still exists in many areas at Vassar Swiss. The concrete structural system is clearly expressed on the exterior, forming a grid pattern whose vertical members are the dominant visual element. Window bays are separated horizontally by courses of brick outlined with concrete sills, at top and bottom.

The Vassar Swiss building has distinctive exterior details that interpret historic elements in a modern way, setting it apart from other reinforced concrete factory designs of the period. Stylized concrete pilasters topped with modern ornamental capitals provide visual interest and de-emphasize the building's extensive length. The corner bays are emphasized with Arts and Crafts-inspired capitals that pierce through the slightly elevated parapet. Small stone squares inset into the brick further mark these corner bays. The 1923-1924 building addition is seamless in design and construction, and an impressive tower shares similar details with the loft building.

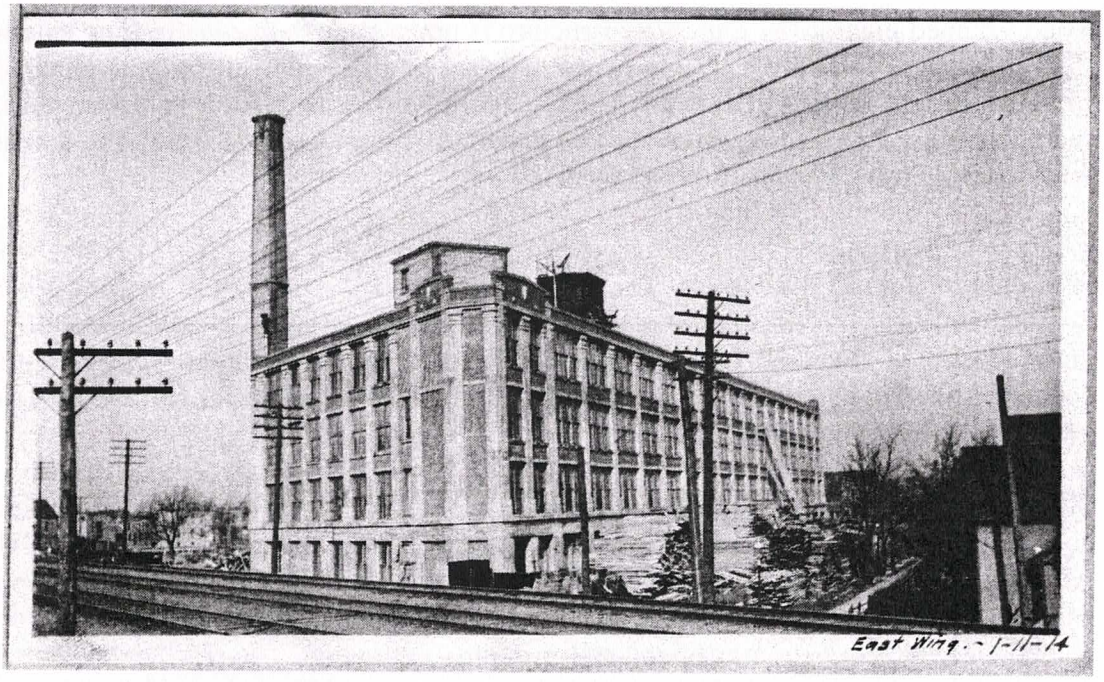
The U-shaped plan of the four-story structure is unusual, with unequally long side wings that back up to the diagonal axis of the railroad embankment in the rear (south). The principal façade faces north on Diversey, while there is a narrow, open courtyard in the rear. The main entrance on Diversey has concrete-finish walls and floor, and a staircase with a simple iron railing and newel posts.

Window bays originally had three grouped double hung sash with three over two window configurations at all four levels. The original windows were replaced in June 1946 and September 1947 with the current stacked metal hopper and awning sash alternating with glass block. At sidewalk level, basement windows are flush at the bottom with low concrete sills. On the interior, although the basement floor is several feet below grade, it has a full height ceiling and looks like the upper floors.

The original L-shaped wing at the southwest corner of Diversey Avenue and Maplewood housed all factory functions until the addition was constructed to the west in 1923-1924. After that, Sanborn Fire Insurance Maps show the following functions: all knitting and winding functions were on the third floor of the original building, finishing on the second, and the stock room, packing and shipping on the first. The smaller "L" portion of the original building, which then connected it to the west addition, housed the main office

Top: A historic interior of the Vassar Swiss Underwear Company Building.

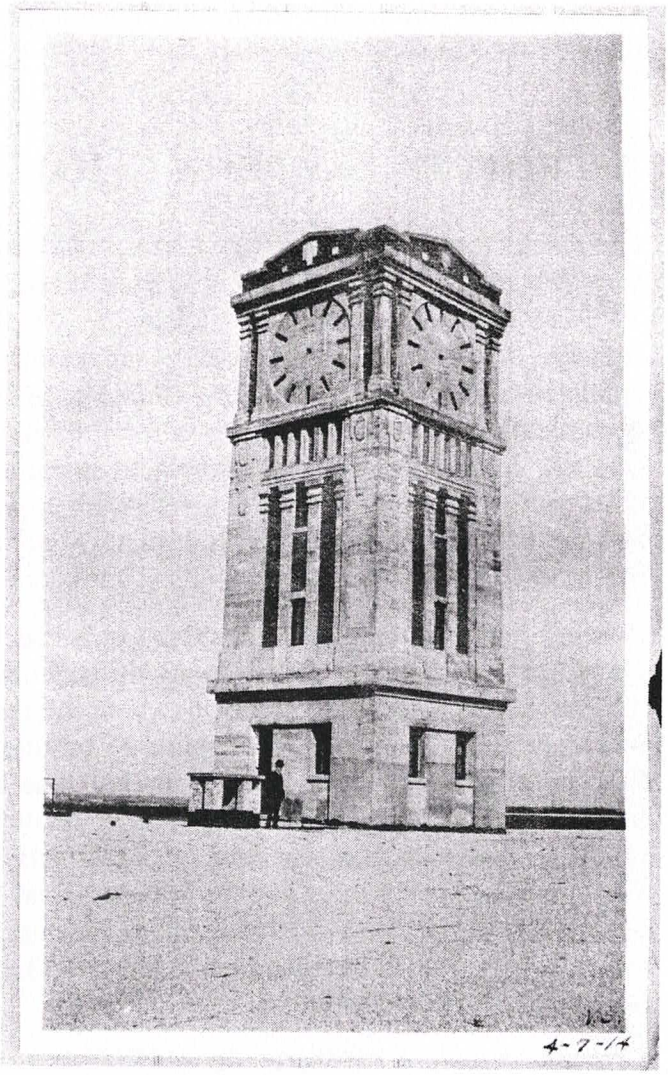
Bottom: An exterior view of the building.



on the first floor, inspecting and boxing on the second, cutting on the third, and employee service rooms such as the restaurant and locker areas were in the basement. The entire west addition was utilized for a paper box factory. A small one-story, brick projection in the rear, original to the building, was for a dry cleaning plant.

THE FACTORY TOWER

Many of Chicago's most prominent industrial buildings of the late 19th and early 20th centuries shared a common feature: a distinctive, soaring tower. Rising from the heart of the factory, its tower was symbolic of an industry's prosperity and prominence in its community, yet it was also functional. Almost always of masonry, the factory tower was square in plan and highly decorative, housing company bells and whistles, clock faces, stairs, and water tanks that fed into gravity driven sprinkler systems used for fire protection. Towers were often integral to a factory's functional design, emphasizing main entries or prominent corners, or aesthetically balancing a long façade. In a city where fire protection concerns transformed building design and construction after the Great Fire of 1871, it is easy to understand how rooftop factory towers began to dominate Chicago's urban landscape. Gifted early 20th century Chicago architects who designed manufacturing buildings viewed the tower as an inspiring and essential element in factory design.



This prominent and distinctive four-story tower, designed to conceal a functional water tank, has been seen throughout the Logan Square neighborhood since 1913-14 and is visible to thousands of daily motorists on the Kennedy Expressway.

Hallberg's high-reaching tower for Vassar Swiss has a commanding presence that became a signature feature for the company. The massive masonry tower of brick, concrete, and terra cotta protected the factory's water tank behind simple geometric detailing reflecting Classical and Arts and Crafts influence. The tower is capped with a stepped parapet that conceals its flat roof. A symbol of the industry's prominence in the

Logan Square community when first constructed, today it is visible to over 279,300 cars daily on the Kennedy Expressway.

ARCHITECTS: LAWRENCE G. HALLBERG & COMPANY

Lawrence Gustave Hallberg, Sr., FAIA, (1844-1915) was one of the earliest and among very few architects in Chicago who specialized in industrial building design in the late 19th and early 20th century. Practicing in Chicago and Evanston, Hallberg is highly regarded for his early 20th century industrial designs, particularly in the innovative application of reinforced concrete. Hallberg, Sr. was an innovator in factory design and construction and held 1900 patents for fireproof flooring and for a type of reinforced concrete foundation, both applicable to manufacturing facilities. Although Hallberg's chief work was in reinforced concrete warehouses and factories, he also did residential and some institutional and church designs. Many of his clients came through his contacts in the Swedish community.

Swedish born and educated, Hallberg graduated from Chalmers Polytechnic Institute of Gottemborg in 1866. After beginning the practice of architecture in London he came to the United States in 1871 where his career blossomed. He settled in Chicago at a time when architects were in high demand to rebuild the city following the Great Chicago Fire. He established his own firm, but was briefly associated with Massachusetts Institute of Technology graduate Meyer S. Strum (1900-1902). Professionally, he was a fellow of the American Institute of Architects (admitted to fellowship in 1889), the Western Society of Engineers, the Chicago Real Estate Board, and Chicago Association of Commerce. In October 1881, he married Florence P. Estey and had four children. His son, Lawrence, Jr., joined his firm in May 1913 and took over the practice following his father's death two years later.

Lawrence Gustave Hallberg, Jr. (1887-1971) received an architecture degree from Cornell University in 1910, and joined his father's practice, L. G. Hallberg & Company. Like his father, he was a member of the American Institute of Architects and the Chicago Real Estate Board. In 1916, he designed a home for himself at 1005 Sheridan Road in Evanston. By 1931, he had also retained a home in Barrington, IL and died in that community in 1971.

Many of Hallberg, Sr.'s designs for factory buildings were collaborations with his son-in-law, real estate developer Stewart Cornwall Hodges. Stewart Hodges married Lawrence Hallberg, Sr.'s daughter, Marie Josephine, on April 4, 1904 at the Hallberg family home in Evanston. The Vassar Swiss Underwear Company Building, the Comptograph Company Building at 1714-1724 N. Marshfield Avenue (1911); and the Fischer Furniture Company Building, 1144-46 West Kinzie (1912) all were efforts by Hodges and Hallberg.

The Stewart-Warner Speedometer Corporation, once located at 1828-1836 West Diversey Avenue, was considered L. G. Hallberg & Company's largest and best-known industrial work. The complex of buildings evolved from its first building constructed in 1906 for what was then known as the Stewart and Clark Manufacturing Company. When the

Top: Architects L. G. Hallberg & Company's largest and best-known industrial work was for the Stewart-Warner Speedometer Corporation, once located at 1828-1836 West Diversey Avenue in Chicago's Lakeview neighborhood. This visual landmark was razed in 1994. Bottom: The Vassar-Swiss Underwear Company Building was a factory collaboration between architect Hallberg, Sr. and his son-in-law, real estate developer, Stewart Cornwall Hodges (seen in photograph). Not only did Hodges develop Chicago factories, but he also was a hunter, traveling extensively to Africa with his wife, Marie Josephine Hallberg Hodges. The two divorced in 1921.

company's work appeared in *The American Architect,* Hallberg & Company had produced designs for seven buildings, ranging from a one-story saw tooth roofed building to a six-story warehouse building of reinforced concrete construction. The Stewart-Warner works, with its 1928 Gothic Revival inspired design and soaring tower that was once a visual landmark in the Lake View and North Center communities, was demolished in 1994.

Fourteen other examples of the firm's work have been identified that are still standing. The most notable of these include the Flexible Shaft Company Building (Sports Authority) at Ontario and LaSalle Streets, the Addressograph Company building (UIC) at 400 W. Peoria Street, and the Eugene Dietzgen Company Building 1 at 990 W. Fullerton Avenue.

APPENDICES

CRITERIA FOR DESIGNATION

According to the Chicago Municipal Code (Section 2-120-620, 630), the Landmarks Commission has the authority to recommend a building or district for landmark status if it determines that it meets two or more of the stated "criteria for landmark designation," as well as possesses a significant amount of "integrity". Based on the findings in this report, the following should be considered by the Commission in regards to a recommendation to designate the Vassar Swiss Underwear Company Building as a Chicago Landmark.

Criterion 1: Critical Part of City's Heritage

Its value as an example of the architectural, cultural, economic, historical, social, or other aspect of the heritage of the City of Chicago, State of Illinois, or the U.S.

- The Vassar Swiss Underwear Company Building represents the significance to Chicago of Vassar Swiss and its successor, Munsingwear, a pioneering, nationally-known brand and leading U. S. producer of men's knit underwear Vassar Swiss was established at a time when Chicago was the nation's second largest men's clothing production center and operated at this site for over 50 years.
- The Vassar Swiss Underwear Company building, through its historic associations with this nationally important and pioneering knit good manufacturer, exemplifies the importance of manufacturing to the economic history of Chicago and the Logan Square neighborhood.

Criterion 4: Important Architecture

Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials, or craftsmanship.

- The Vassar Swiss Underwear Company Building, built in 1913-14 for a pioneering U. S. men's underwear manufacturer, is an early and excellent example of flat slab, reinforced concrete loft-type construction, which became the preferred industrial building type after 1900.
- The Vassar Swiss Underwear Company building reflects architectural experimentation in early 20th century industrial building design when pioneering achievements in concrete engineering challenged Chicago architects to create improved, innovative and eye-catching industrial building designs. Architect L. G. Hallberg, Sr.'s simplified modern, yet classically derived, wall treatments and decorative elements are successfully integrated into a building with modern proportions and materials.

Criterion 7: Unique Visual Feature

Its unique location or distinctive physical appearance or presence representing an established and familiar visual feature of a neighborhood, community, or the city.

- The tall, prominent and distinctive tower, designed to conceal a functional water tank, has been seen throughout the Logan Square neighborhood since 1913-14 and is highly visible to over 270,000 motorists traveling on the Kennedy expressway every day.

INTEGRITY CRITERIA

The integrity of the proposed landmark must be preserved in light of its location, design, setting, materials, workmanship, and ability to express its historic, community, architectural, or aesthetic interest or value.

The Vassar Swiss Underwear Company Building possesses much of its original integrity in terms of its location, design, setting, materials, and workmanship. The exterior structural system with its distinctive applied concrete and brick architectural detailing remains in place and in excellent condition. The distinctive tower displays most of its original design integrity, but for the removal of the four clock faces at the top. On the interior, the flat slab mushroom system is visible, and the original staircases remain in place. From available historic materials, no significant interior spaces were found.

Although most of the original windows were replaced, the original configuration can be identified from remaining extant windows, permitting a recreation of the complete historic appearance of the exterior.

SIGNIFICANT HISTORICAL AND ARCHITECTURAL FEATURES

Whenever a building or district is under consideration for landmark designation, the Commission on Chicago Landmarks is required to identify the "significant features: of the property. This is done to enable both the owners and the public to understand which elements are considered most important to preserve the historic and architectural character of the proposed landmark.

Based on its evaluation of the Vassar Swiss Underwear Company Building, the Commission staff recommends that the significant historical and architectural features for the preservation of this building be:

- All building elevations, including rooflines and tower, of the building.

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